

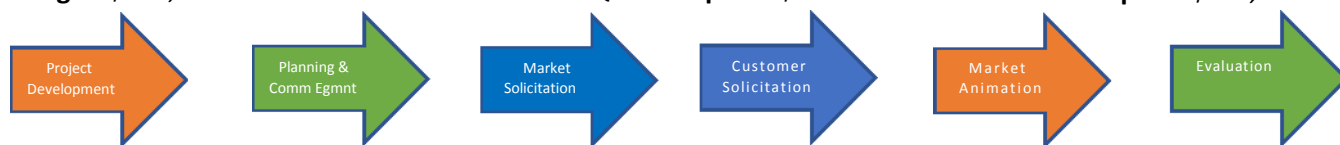
**Project Start Date:** 2/04/2016

**Project End Date:** 9/30/2017

**Budget:** \$428,000

**Current Quarter Spend:** \$0

**Cumulative Spend:** \$333,938



**Project Summary:** Through the Community Energy Coordination (CEC) demonstration project NYSEG marketed three different DERs; residential solar, community shared solar, and energy efficiency services, directly to customers. Customers were encouraged to go to an online services marketplace, called NYSEG YES Home solutions, where they could gather information and connect with participating energy efficiency and community shared solar service providers, and receive competitive quotes from residential solar service providers.

**Lessons learned:**

- **The Customer**
  - Customers find value in utility information about distributed energy resources. Customers are receptive to utility marketing and are willing to engage with service providers. A community advisor board provided a good source of feedback and helped to align activity with community goals.
- **The Market**
  - NYSEG’s marketing had a much greater reach than typical service provider marketing and as a result the lead generation process produced a high volume “softer” leads that what service providers were accustomed to. Some service providers had difficulty adjusting their lead intake process to match the softer than normal leads.
  - Conversion rates from lead to closed sales were lower than expected.
- **Utility Operations**
  - Marketing of DER is a new activity for utilities and this project provided a good opportunity to learn about customer and service provider needs and perceptions.
  - The costs of managing participating DER providers, providing the marketplace platform and marketing the offerings to customers far exceeded the revenues received from lead generation.

**Application of lessons learned:** The lessons learned have been applied to the 2<sup>nd</sup> iteration of this service, NYSEG Smart Solutions. See additional detail below.

**Explanation for over budget:** N/A

**Issues Identified:** Key unsolved issues at the end of the CEC project related to increasing the lead to sale conversion rates, increasing repeat site visits, and improving project economics.

**Solutions Identified:** In order to continue to develop solutions to these issues the project was expanded to include an energy products marketplace and included as part of NYSEG’s Energy Smart Community initiative. The addition of energy products provides customers with reasons to be repeat visitors to the site. The continuation of the site allows NYSEG to continue to collaborate with DER service providers to improve the quality of leads and therefore increase lead to sale conversion rates. Potential solutions include additional lead screening through added website questions, adding granular AMI data to help qualify good leads, improving marketing techniques to develop more qualified leads.

**Recent Milestones/Targets Met:** N/A

**Upcoming Milestones/Targets:**

- The demonstration project officially ended September 30, 2017 and has transitioned from being a REV demonstration to being part of the NYSEG Energy Smart Community.
- A close out report for this demonstration was filed January 31, 2018.

## **Reforming the Energy Vision**

Demonstration Project Q3 2019 Report

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# **Community Energy Coordination**



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## 1.0 Summary

New York State Electric and Gas submits this quarterly report that reflects the project expenditures for the Community Energy Coordination (CEC) demonstration project. As was reflected in the Q4 2018 report, the project has transitioned from being a REV demonstration to being part of the NYSEG Energy Smart Community with a new URL and additional project scope. This new iteration of the website, now called NYSEG Smart Solutions, includes an energy products marketplace along with the energy services that were offered through the CEC demonstration project. Performance of NYSEG Smart Solutions will be reported through the quarterly Energy Smart Community status reports. There will be no additional project expenditures for the CEC demonstration project.

## 2.0 Budget Review

